

Federal City Performing Arts Association

Board of Directors Meeting Minutes

Wednesday, September 25, 1996, 7:30 pm
2801 M St, NW, Washington, DC

DIRECTORS: Present: Fred Boykin, Dick Dorr, Bill Eadie, Jack Gerard, Thom Gibb, Darrell Lewis, Jim Madigan, Jeff Peirce, John Perkins, Henry Salevsky, Joe Vignali.

Absent: Bob Wheeler (unrestricted proxy assigned to Perkins), Robert York (no proxy assigned).

STAFF: Jim Holloway, Nathan Monell.

GUESTS: Dean Lester (Timekeeper).

I. Call to Order

Meeting Called to Order at 7:32 pm by Boykin.

II. Approval of Minutes

Gibb moved, Dorr seconded, to approve the August 11, 1996 minutes as presented.
Unanimous in favor. Minutes approved.

III. Financial Report

Peirce called the Board's attention to his written report and the "How to Track Your Budget, Submit Bills, and Approve Payments" document that were distributed with the meeting agenda. He passed out a year-to-date budget variance income statement for the two months ended August 31, 1996. Significant highlights of the September report included:

- ▼ Review of the Finance Committee goals for the year and the past summer's accomplishments.
- ▼ Review of the two months income statements, pointing out that we are in a planned-for period when our fixed expenses (salaries, rent, utilities, etc.) always exceed our revenues (ticket sales, dues, Capital Club). More comprehensive reports are expected next month with the first quarter close.
- ▼ The accounting transition is going smoothly with the occasional bump along the way. New processes established were described.
- ▼ All stocks have been sold. We have cash holdings with Meyers, Pollock, and Robbins, Inc. of just over \$30,000.

Vignali moved, Lewis seconded, to accept the Finance Committee report.
Unanimous in favor. Report accepted.

Peirce also reported that the Finance Committee had given consideration to and was presenting a proposal for production of *Naked Man* at the June concert, as requested at the August meeting. Increased production costs would be \$3300 as detailed in the Music Division report. The committee also considered funding the cost (\$500) of redesigning the FCPAA logo and stationary. It was believed that

the presentation of *Naked Man* would reasonably assure attendance of an additional 200, or \$3800 in ticket sales over that previously budgeted, thereby funding the increased production costs and the logo redesign.

Peirce moved, Gerard seconded, That the FY 1997 budget be amended to show a \$3800 increase in ticket sales revenue for the June concert, and a \$3800 increase in expenses (\$3300 for June concert production and \$500 for corporate logo design).

Unanimous in favor. Motion passed.

IV. President's Report

Boykin reported:

- ▼ He has accepted, with regret, the resignation of Assistant Music Director Jeff Buhrman effective June 30, 1997.
- ▼ Nathan Monell and Dick Dorr were formally thanked for their efforts in securing the \$5000 grant from Eastman Kodak Corporation to help underwrite the Holly Near Concert. Dick's efforts were cited as an excellent example of opportunities Board members may encounter that financially assist the Chorus outside of dependency on their personal funds.
- ▼ He is happy and excited that committee chairs have taken their charge head-on and with the energy in the committees he has observed. Chairs were reminded that Nathan and Fred are prepared and eager to serve as resources to committees.
- ▼ We have a new ad-hoc team, the Merchandizing Team, that will be looking into various ways we have been merchandizing in the past and to assure sound marketing practices as new products come on line. Dick Dorr has graciously accepted to chair this effort which is expected to remain in place for about a year, at which time a recommendation will be offered whether or not to permanently continue this team.

Boykin distributed a proposal, the "James Richardson Recording Endowment Fund" written by Bob Wonneberger and himself. The fund would establish an endowment honoring GMCW's founding director that would provide seed monies for recordings made by GMCW. This would be a restricted fund, expenditures from which would be made by the Music Director, and would be reimbursed by revenues from the sale of affected recordings. \$1,000 has already been pledged toward this effort.

Vignali moved, Gerard seconded, to accept the proposal "James Richardson Recording Endowment Fund". (*Attached to and a part of these minutes*)

It was clarified that restricted funds are limited for perpetuity to the purpose for which they were established. The impact on future fundraising for recordings (as capital projects), and specific procedures for administering the fund were discussed.

Eadie moved, Dorr seconded, to reword the above motion, To authorize the creation of a restricted fund in honor of Jim Richardson, the title of which will be determined at a later time; to authorize individuals on behalf of the chorus to raise money for this project in conjunction with the Holly Near concert; and to authorize the Executive Committee in consultation with the Finance Committee to work out the details of the fund and to present it to the Board at its next meeting.

Vignali and Gerard accepted the motion as re-worded.

Nine in favor, none opposed, one abstention. Motion approved.

V. Executive Director's Report

- ▼ A Family and Friends 1995-1996 Final Report was presented describing actions taken, Executive Directory activity, outcomes and evaluation. Monell found the concept successful, this effort serving as a small sample test proving the validity of the plan. He recommended that the plan be renewed for 1996-97 providing the Board will partner with staff to assure a much larger percentage of chorus member participation. Boykin said that the Executive Committee had reviewed this report, had determined that the Board could do much better, and was willing to go forward in '96-97 if Board members are willing to make the commitment. Following discussions of expectations, types of commitments and involvements, clear statement of goals, and communication, Monell announced that we would go ahead with the program for this year.
- ▼ Legal update: It has not been necessary for our attorney to contact us for over a month.
- ▼ Dean Lester presented a report on Volunteer Services that included responses to a survey of chorus members interested in volunteering. He also distributed a volunteer needs survey to Board members, committee chairs and staff that he requested be returned by Sunday. Boykin requested that those drawing from this pool of volunteers let him know to avoid conflicts and over-commitments.
- ▼ In other matters Monell commented on the Board Transition Plan (which the Executive Committee deemed completed), work on the financial management transition, and other activities such as future chorus bookings, the Capital Club auction, and identifying corporate sponsors.

VI. Music Director's Report

Holloway presented his report. Significant highlights included:

- ▼ The Music staff and production team have met jointly to plan production needs for the season. Production will be working directly with Music rather than reporting separately.
- ▼ CD production group has completed the disk and packaging; both are off to production/printing facilities. Special acknowledgements to Jim Peterson, Richard Dupler, Steve Herman, Rob Neighbour, Ted Guerrant and Dan Kaufman.
- ▼ The total cost increase for the June 1997 concert (concert III) is \$3300. That amount breaks down as follows: \$800 Instrumentalists (account # 525), \$1000 New music (#522), \$500 Instrument rental (#526), \$500 Set - platform rental (#502), \$500 Director travel to Indianapolis.
- ▼ The contract has been signed for the March 14, 1997 concert at Cedar Lane Unitarian Church. We will receive a fee of \$1000.
- ▼ A report on the 1997-98 season themes was presented at the June meeting. Those themes are: I. "Family Values", II. Opera Highlights or "Until the Fat Lady Sings", III. "Cruisin'" or "Love in Any Language." Board action on the seventeenth season will be requested at the October 1996 meeting.

VII. Holly Near Concert Report

- ▼ Monell announced that a \$5000 sponsorship had been received from Eastman Kodak (proposals had also been sent to AT&T and Adams National Bank). He is serving as primary liaison to Holly Near. Has met with Marketing, Community and Public Relations, Fundraising and production staff. These people have functioned extremely well and have been very helpful. An August planning staff meeting

agenda is attached to the Executive Director's report. The sponsor reception will be in the Elliott Room of the GWU Marvin Center. Part of the concert proceeds will be going to the local chapter of the Names Project. Nathan estimated that about 50% of calls for tickets was coming from around the country, but expected this to change when local advertising kicked-in. Ticket sales is a big worry in light of so many competing events scheduled for that weekend. It appears we will not achieve our goal of 100 sponsors; about 20 have been sold thus far. If we have a financial deficit, that is where it will be, although we are underspending in some areas. This should be a watershed event for us; we are learning a lot in the process.

- ▼ Boykin reminded the Board that this is the first time we've ever tried this, and acknowledged that as President he had found it difficult to sell this concert when the chorus is not the focus.
- ▼ Salevsky reported that the Holly Near concert had been the sole focus of the Marketing Team at present and that he shared Nathan's nervousness about sales. They have made marketing for this event more aggressive than for any previous effort, committing \$4984.66 to advertising. A written report listing all completed and planned advertising was distributed and reviewed. 190 tickets have been sold to date.
- ▼ Gerard reported that 350 patron letters were sent to Capital Club, season subscribers, and donors of over \$50. He challenged each Board member to either purchase a patron ticket or to sell at least one sponsorship to help reach a revised goal of 50 sponsors. He has available two versions of form letters for members to use in solicitations.
- ▼ Monell requested feedback on anything anyone saw that he and other planners were obviously missing. Holloway volunteered to speak to the chorus and reiterate why we are doing this inaugural project, a separate business venture of producing concerts.

VIII. Team Reports

- ▼ *Community and Public Relations* Gibb thanked Fred and Nathan for helping to get this new team off and running. A lot of effort has been spent on the Holly Near Concert. The first meeting has been held and they are furiously attempting to get a newsletter out by the first of November. They plan to produce a formal FCPAA annual report and are working on collaborations with other organizations for each of the seasons' concerts.
- ▼ *Production* Vignali reported he and Gary Turner had worked out a production schedule for the year. This preliminary schedule will be distributed to the Board with the understanding that it is subject to change. He is also leading the support section where there has been a lot of turnover this year. If Board members have anything needing duplicating at Kinko's on Sunday, please get it to him by 6:00 pm.
- ▼ *Membership* Lewis reported a rough head count of 142 in the rehearsal room last Sunday. There are 11 new members to date. The team has been delayed in producing a membership roster and name badges. They are on track with the retreat; all arrangements have been made and 120 spaces have been filled. We will be recording membership information on the 338-SING line that will detail pertinent information members need to know about each upcoming performance (found at mail box 5).
- ▼ *Advertising* Gerard distributed a written report for both Advertising and Fundraising. He noted that letters will be mailed this week to all advertisers from the past two seasons emphasizing their renewal for a full season. He's received a verbal agreement from Annie's to sponsor the holiday concert at

\$2800. Proposals for Spring and Summer concerts (at \$3000) are out to Cobalt/Ozone, Starbucks, and Merrifield Garden Center.

- ▼ *Fundraising* Two major projects were initiated since the August meeting. The Holly Near effort was reported above. Gerard said the second, a Pride & Joy CD production fund, was inspired by Lewis; Dorr, York, Monell, Perkins and Steve Herman assisted with strategy. A solicitation letter was mailed to 325 Capital Club and chorus members. Dorr made a very successful targeted phone solicitation that yielded most of the \$500 song dedication donors. About \$7000 was raised in six weeks!!! The total raised for this CD production was \$8500.
- ▼ *Personnel* Perkins announced that joining him on the team this year were Stan Bliss, Chuck Carr (both in Capital Club), Kris Marshall and Stan Piotroski. Past and current issues had been reviewed, particularly for the new members; the team was together and functioning.
- ▼ *Indianapolis Trip Coordinator* Dorr reported he had been in touch with his IMC counterpart. They had 57 singing members present at their first rehearsal which suggests a challenge for housing there. The next step will be working with the Music Directors to establish arrival, departure and rehearsal schedules. He will be seeking additional volunteers to assist this effort.

IX. Old Business

None.

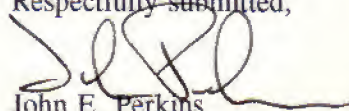
X. New Business

- ▼ Vignali inquired what was going to happen in light of Jeff Buhrman's resignation. Boykin responded that Jim will be hiring a new Assistant Music Director and that the Music Director in consultation with the Personnel Committee would be devising a hiring process. Holloway added that the job would be formally advertised outside the chorus as a part-time position.
- ▼ Boykin thanked the Board for sticking with the transition, and expressed his appreciation for the tremendous talent in the room and for members' caring about the chorus. He noted we are incredibly lucky to be as well organized as we are, and to be supported by such a wonderful staff.

XI. Adjournment

Peirce moved, Gibb seconded, to adjourn the meeting.
Unanimous in favor. Meeting adjourned at 9:18 pm.

Respectfully submitted,



John E. Perkins
Secretary
FCPAA